



Track What Matters Launches New Satellite Tracking Unit

Satellite tracking technology developed for trailers and other assets that travel through places with unreliable cellular signals

Flower Mound, Texas ([PRWEB](#)) January 06, 2012 -- Track What Matters today announced the availability of its new [Satellite Tracking Unit \(S2S\)](#) designed for trucks and other mobile assets that travel or are stored in areas with unreliable or non-existent cellular signals.

Satellite technology has the advantage of longer battery life and can be deployed for as long as 7.5 years without maintenance. The S2S also includes a cloud-based tracking application that stores a one-year history of location signals and allows the user to know when the asset moves and comes to rest.

“Many of our customers with large fleets, such as the trucking and oil & gas industries, have requested technology that can be used in areas where cellular signals are unavailable or unreliable, and this technology provides a great alternative,” said Steven Van Ooyen, chief executive officer of Track What Matters. “Customers will also enjoy the benefits of an increased battery life over the cellular units and the ease by which they can track the assets through our cloud-based application.”

More details are available at www.trackwhatmatters.com/products

About Track What Matters (www.trackwhatmatters.com)

Track What Matters provides customized GPS tracking solutions for vehicles in the United States, Mexico, Canada, Africa, the Middle East, and portions of Asia. They support companies who need to keep track of assets, containers, trailers and more.

Track What Matters has made a conscious effort to ensure its service is very easy to use while providing comprehensive delivery of vehicle tracking information. Track What Matters, LLC is a GPS tracking company that specializes in creating customized GPS tracking solutions specific to the individual needs of their clients.

Leveraging cutting-edge GPS tracking hardware with vanguard and incredibly powerful yet user-friendly web-based software, Track What Matters, LLC has helped numerous Fortune 500 clients improve returns on investments by reducing waste and inefficiencies elsewhere. With a core philosophy of customized solutions culminated with unprecedented customer service, Track What Matters, LLC is the GPS tracking company that leading companies turn to for innovative and customized solutions and 24/7 accessibility. For more information, visit <http://www.trackwhatmatters.com> or call 800-293-0420.

Email [twm\(at\)TrackWhatMatters\(dot\)com](mailto:twm@TrackWhatMatters.com) to receive emails that spotlight critical trends in the GPS tracking industry.

Get the inside scoop on our GPS tracking strategies - follow us on Twitter: [@Trackandsave](#)

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